

LOW SHOE TIME!



Easter Sunday
Is April 20th
Prepare for It

Baseball!
Opening Game
April 25th

"Play Safe" In Buying Your Oxfords

There never has been a time when it was so important as now to purchase *Men's Shoes and Oxfords* where values and prices are standard—and where the name on the shoe is a guaranty of honest value.

At the Present Prices

of *Stacy-Adams* and *Bostonians*—we are advising our patrons to buy liberally for future needs. There is no worse extravagance than the extravagance of buying "cheap" shoes. *The Best is Still the Cheapest.*



Sherron Shoe Co.

Those who cannot visit the store personally may buy satisfactorily by mail. Our fitting charts are simple, accurate and easily used. Send for one if you don't know your size, also our new style sheet.

ROADS WISH TO COLONIZE ALL UNUSED LANDS

Ten Thousand Have Asked for
Information and 32 States
Have Lands Not Cultivated
and Want Settlers.

There is keen interest in the settlement of undeveloped land in all sections of the country, and the home-seekers' bureau of the United States railroad administration is carrying on a great work to supply the homeseekers with accurate and reliable information in regard to the opportunities for the profitable development of farm lands in all the states that are seeking new settlers, according to Jarrell, who led in the discussion pertaining to the development of the homeseekers' bureau by the railroad Thursday morning at the conference of railroad agricultural experts at the Hotel Chicago.

More than 10,000 inquiries were received at the Washington office of the department, not including the great number of inquiries made direct to the railroad companies. There are 32 states that are seeking settlers, and for each of these states the railroad administration has prepared, or is preparing, a booklet describing the inducements each particular state has to offer.

The department has also worked among the soldiers through the facilities commanded by the Y. M. C. A. and the war camp community centers by means of illustrated lectures. Three lectures were given through these channels, the first being a general count of agricultural possibilities throughout the United States. This created such an interest among the soldiers that a demand for more specific information was called for and lectures were then prepared on agriculture in the Southern and agricultural in the North and West.

These lectures were delivered in every army camp and were the means of putting the department in touch with a great many men in the army interested in taking up farm land upon their discharge. One of the most profitable sources of creating interest and getting in touch with prospective settlers was newspaper advertising, carried in a carefully selected list of papers covering all sections of the country. The advertising was carried in the classified sections of the newspapers and was so worded as to appeal directly to those interested in land development rather than seek inquiries from curiosity seekers.

No particular state or section of the country has been favored in this work, it being the aim to provide the applicants with information concerning the particular states in which he is interested. In the discussion that followed the matter of Canadian activities in regard to homeseekers was fully covered. The system by which the Memphis farm bureau is promoting closer cooperation between the business interests and the farmers, as explained by Charles J. Haase, manager of the farm demonstration unit, attracted very favorable comment among the agricultural experts of the railroads who pronounced it one of the most practical plans that has been devised.

The full co-operation of the federal railroad administration is to be shown behind plans for the perfecting of better marketing facilities as a result of the discussion brought out in regard to marketing conditions. The Washington office of the agricultural section of the railroad administration will prepare a list of marketable products available with lists of places where such products are in demand, which will be supplied to all farmers who request them. The three-day session will close Friday afternoon.

DO YOU NEED A KIDNEY MEDICINE?

Dr. Kilmer's Swamp-Root is not recommended for everything, but if you have kidney, liver or bladder trouble, it may be found just the medicine you need. Swamp-Root makes friends quickly because its mild and immediate effect is soon realized in most cases. It is a gentle, healing, herbal compound—a physician's prescription which has proved its great value in thousands of the most distressing cases according to reliable testimony.

At drugists' in large and medium size. You may have a simple size bottle of this always reliable preparation by Parcel Post, also pamphlet telling about it. Address Dr. Kilmer & Co., Birmingham, N. Y., and enclose ten cents, also mention the Memphis Daily News Scimitar, as adv.

FOUR HIGH AIMS FOR FARM BUREAU

The efforts of the Chamber of Commerce farm development bureau will be chiefly directed toward four things in the immediate future, according to a report made by Dr. E. B. Lloyd, director, at the April meeting of the members of the bureau at 3 o'clock Wednesday afternoon. These things are:

First—Soil fertility—methods of increasing the fertility of soils in the Memphis territory, because soil fertility is the basis of all successful agriculture, will be preached at all farm meetings attended by members of bureau.

Second—Soiling crops—planting of sorghum, sudan grass and pearl millet to be cut green and fed to cattle, carrying them through the dry period of the summer from July through August when pastures have been scorched by the sun.

Third—Finishing of hogs—farmers in the territory will be urged to refrain from putting their hogs to the stake, half-fattened and to employ self-feeders on their farms to finish them before they are sent to market, which will continually fatten the hogs, will be recommended instead of the forced feeding plan as putting on the porkers a pound of flesh at less expense and with less quantity.

Fourth—Induce Memphis brokers to handle butter from Mississippi and other dairying sections of the territory, thus directing the superior Southern butter to Memphis, lessening the importations from Northern and Western states and eliminating a shortage of butter.

Cut Out Boarder Cows.

Reports of their endeavors for the past month were also made by W. H. Landess, county agent; H. O. Pale, market director; Miss Clara Haselock, home demonstration agent; and Joe Mette, poultry director. Mr. Landess reported that three carloads of hogs are now on feed in Shelby county to be shipped to co-operative car to St. Louis or sold locally, whichever may offer the best return at shipping time. He also said that a campaign is being started to organize a cow-teasing association among local dairymen. "Such an organization," he said, "would assist a dairyman in spotting his boarder cows, in feeding his herd properly and in raising his cows' stuff from his best producers." Other features of his report were as follows:

"On assuming duty I found quite a bit of hog cholera in the county. A meeting of all persons qualified to vaccinate against the disease was called for a conference with Dr. Jacobs, state veterinarian. Practically all hogs around the outbreaks were inoculated and no further trouble has occurred. Later meetings were held at Bartlett and Raleigh to acquaint farmers with vaccination and several other farmers qualified to administer serum. All advanced students at the Normal were qualified to do the work.

Blackleg Eradicated.

"One outbreak of blackleg occurred among cattle. All susceptible animals around the outbreak were vaccinated against the disease.

Two field meetings were held in Memphis to demonstrate how to prune fruit trees. Four orchards in the county are being handled under agents' direction as demonstrations of proper orchard methods. Two cars of crushed limestone have been purchased at agency's advice. Shelby county and agency's advice. Shelby county and agency's advice. Shelby county and agency's advice.

"A number of representative meetings have been held to secure a reduction in the acreage of cotton and an increase in the amount of foodstuffs produced. Pledge cards have been circulated in all communities and a unanimous, hearty response to the request is coming from land owner and tenant. "Capitaville community is organizing an association to grow and ship the large sweet potato crop it is planning to plant this season."

GOODWYN LIBRARY HAS MANY BOOKS ON MUSIC

Perhaps the most interesting feature of Goodwyn Institute library to music lovers is its collection of musical and dramatic journals. Among these on file are the Musical Courier, Musical America, the Musical Monitor and the Musicalian, which includes late compositions. The Dramatic Mirror, the Drama and the Theatre Magazine, also contain much operatic and dramatic information of interest to musicians. All these and other magazines are indexed in the Quarterly Dramatic Index, which reviews of recent musical and dramatic successes, or any musical information desired, may be quickly traced.

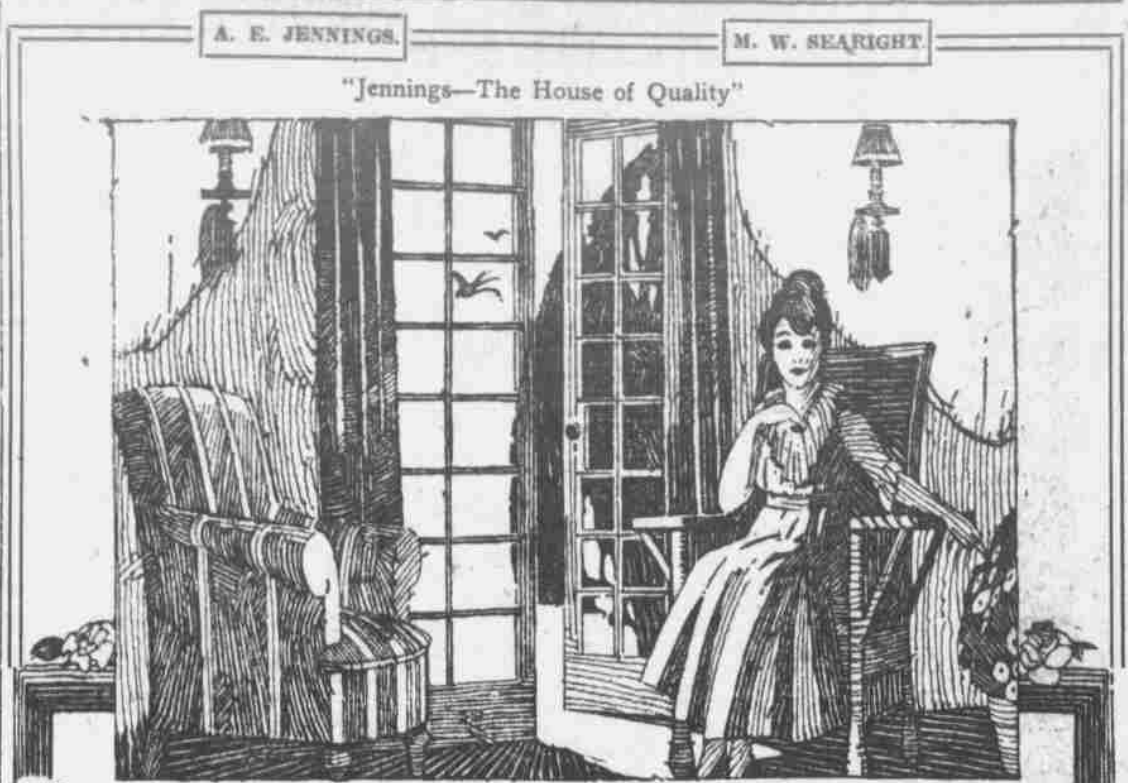
The library also has a modest collection of opera librettos and scores, together with an interesting group of books on opera. These include such titles as "The Standard Opera," by Upington; "Melitta's Opera-Guide" (Complete Guide); "The Music Dramas of Wagner," by Loeb; and "Critical History of Opera," Krenbiel's first and second book on opera.

"Piano Compositions and their Music," in 15 volumes, and "The World's Best Music," in eight volumes, contain many famous compositions, vocal and instrumental. Two other interesting collections are "A Century of Russian Song" and "Sixty Patriotic Songs of All Nations." "Drove's Dictionary of Musical Terms and Abbreviations," in five large volumes, the Oxford History of Music, in five volumes; "The Musician's Companion," by Mason; and "Who's Who in Music" are among the standard reference works on the subject of the institute library. There are books on the symphony, on oratorio, cantatas and on choral music. In addition to these are separate works on the organ, the violin and other special instruments.

Aside from the biographies of famous musicians, there are such interesting collections as "Roman Rolland's 'Musicians of Today,'" "From Greg to Brahms," "Dole's Famous Composers of Europe," "Eaton's 'Modern Composers of Europe,'" "Chapin's 'Makers of Song,'" Among recent additions to the Goodwyn Institute library musical shelves are Dickinson's "Excursions in Musical History," Elson's "Book of Musical Knowledge," Zay's "Practical Psychology of Voice and Life," a most valuable aid to teachers and students of voice culture, and Farnsworth's "Education Through Music."

NEW ZEALAND TROOPS ON SHIP REACH U. S.

NEWPORT NEWS, Va., April 3.—With nearly 1,000 New Zealand troops on board, bound for home from France via Panama canal, the transport ship Remuera has arrived here for coal. The steamer is expected to continue her voyage to New Zealand tomorrow. Nearly 300 wives of the soldiers, who were married during their stay in Newport, are returning with the ship to make their home. The majority of the soldiers had been in Europe three or four years.



East India REEDCRAFT

ADORNS—Living Room, Dining Room, Breakfast Room, Solarium, Sun Porch, Bedroom, Porch or your lawn with equal grace. Finished in a wide variety of colors to please you.

UPHOLSTERING and HANGINGS made from our wonderful line WILL PLEASE ANYONE.

JENNINGS FURNITURE

Whittall Rugs 124 S. MAIN ST. Whittall Rugs



V. L. SIMMONS. T. F. DERRICK.

Guilfoyle—

That
Spring
Feeling
Calls
For
New
Clothes

There's a feeling of Spring in the air—soon you'll want to discard those heavy clothes and get into new, crisp, clean, Spring-like garments.

To be sure you'll have them ready when you want them, you'll be wise to order them now.

To be sure they'll be right, you'll do well to select them here.

Choose either way, tailored-to-order or ready-to-wear—both are good.

Likewise, Men's Silk Neckwear—the choicest creations of the finest weavers of silk.

Guilfoyle
Fashionable
Clothes Builders
—Just a Few Steps East of Second.

145-147
Madison
Avenue

THE CUP THAT LEVELS SOMETIMES LIFTS

(Dedicated to Austin P. Sims.)

The cup that levels oftentimes lifts. Across the optics sometimes shifts. Visions of blue and rubies rare, And a million wives with golden hair, But to us it is a new sensation. In all our years of imagination. To arrive at the point in reverse. Stewed to buy a hostess.

A pair of bibulously inclined but apparently prominent Mississippians, guests at the Peabody (names suppressed for obvious reasons), were leaning against the cigar counter de luxe presided over by that inimitable and resourceful raconteur, Austin P. Sims. Swaying far to the leeward, one of them, in a whisper loud enough to be heard a hundred yards off, sprayed his companion's ear with the following:

"See you an me buy 'ere hotel." "Nah, air," was the moist reply. "Gimme couple more shots of Old Leucaster 'n I'll sell it to you." E. C. C.

BUILD —NOW—

We Will
Furnish
the Money

See Us About Terms

Columbia Mortgage & Trust Co.

PETER G. GRANT, President

80-82 MADISON AVE. MEMPHIS.

People Must Take Mineral Iron

Or They Get Sick and Lose Their Snap and Vitality

Thousands of people today, are suffering for the want of iron, are tired, run down, and don't know what is the matter with them—it's the lack of iron in the blood, that life-giving essential that rebuilds the worn-out tissues from the food you eat and gives you the strength, health and glow that nature intended you to have and which you have lost due to the strenuous times in which we live.

Your physician will tell you that you must have iron. If you don't know what is the matter with you, get a bottle of the iron you get at the drug store. It is injurious to the teeth and irritates the stomach with the result that the risk is almost as bad as the cure. Acid Iron Mineral overcomes these defects because it is a natural iron product that is mined out in Mississippi at the only mine of its kind in the world, coming to you without a particle of chemical treatment and can be used without fear of discoloring or injuring the teeth or hurting the stomach.

If you are having trouble with your kidneys, your stomach does not seem to digest food, or your body is all out of plumb and you can't get up your usual energy to start the day right give Acid Iron Mineral a trial and see for yourself why we get so many letters from grateful people telling us that A. I. M. has given them back their strength and new lease on life. A. I. M. is liquid, therefore, full strength, takes one teaspoonful in water three times a day. If you take no chances because A. I. M. is guaranteed to be free from alcohol or injurious drugs and if you are not satisfied with results your dealer is instructed to give you back your money on demand. Don't delay, call for A. I. M. today. Manufactured by Perrine Chemical Corp., Roanoke, Va. For sale by: Warlock Drug Co., Washburn-Lyle Drug Co., and other good druggists. Huggins Drug Co., Van, Mansfield Drug Co., and Ellis-Jones Drug Co., wholesale distributors. adv.

Become Slender

A Simple, Guaranteed Method

If you would like to lose weight, from one to five pounds of burdensome fat while eating and drinking all you need, also enjoying life far better than at present, just follow this advice: Take seven deep breaths of fresh air each morning and evening, after each meal take a little oil of korein; eat all you need, but chew thoroughly, and follow other simple directions of the guaranteed korein system.

Men and women who were waddling around with heavy, sluggish bodies have, in a gradual, agreeable reduction of thirty to eighty pounds, with wonderful benefit to health and vigor. This very season is the time to become slender, attractive, vivacious and healthier, very easily. Get oil of korein at the drug store. It comes in capsules, convenient to use and is now sold at before-war prices. Weigh and measure yourself week to week. You can scarcely realize the joy that awaits you in normal, symmetrical figure, with good health and longer life. Show others this advertisement.



To Help Make
Strong, Keen
Red-Blooded
Americans

Now
Being used by over three million people annually. It will increase the strength of weak, nervous, run-down folks in two weeks' time in many instances. Ask your doctor or druggist.

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CASUALTY LIST

WASHINGTON, April 3.—Two army casualty lists, made public here today, contained a total of 14 names divided as follows: Killed in action, four; died from wounds, five; died accident and other causes, four; died of disease, two; wounded severely, 12; wounded degree undetermined, 24; wounded slightly, 26; missing in action, one.

TENNESSEE.

Died of disease: Private Frank B. Rickey, 712 East street, Memphis.

MISSISSIPPI.

None.

ARKANSAS.

Killed in action, previously reported missing: Private George R. Wolfe, Vandale.

ALABAMA.

Died of disease: Privates Reuben McCoy, Watson; William Mathew, Jacksonville.

Returned to duty, previously reported missing: Private William H. Bell, Goodwater.

Died, previously reported missing: Private Delle Hamrick, Sulphur.

FIRST MALADY VICTIM.

HAGERSTOWN, Md., April 3.—The first fatality here from so-called "sleeping sickness" occurred last night when Elias Davis, 51 years old, died. He had been in a state of coma since March 5.

LEAVE HEADACHE AT DRUG STORE

Money Back While You Wait
at Counter If Aspirinal
Does Not Relieve in Two
Minutes.

Save half an hour or more of headache pain by taking the new Aspirinal Elixir instead of the slow acting tablets that have to wait so long to be digested and absorbed. Aspirinal acts right now and without the slightest danger to your stomach.

Your physician recommends Aspirinal because he knows it removes the cause of bilious and sick headache by gently acting on the liver, correcting biliousness and constipation and preventing the return of your headache the next day. The next time you have a headache go to your nearest drug store, hand the clerk half a dollar for a bottle of Aspirinal and tell him to serve you one or two teaspoonful (according to severity), in a little water or your favorite soda fountain drink. With your watch in hand count off two minutes and call for your money back, as per manufacturer's guarantee. If you don't feel your headache fading away within the time limit, don't be bashful, for your druggist invites you and expects you to try it. Everybody is doing it. Same guarantee applies to colds, coughs and neuralgia.

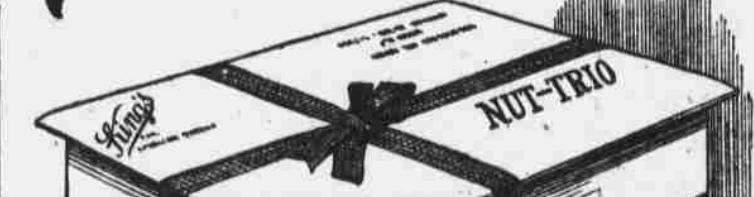
Heal Skin Diseases

It is unnecessary for you to suffer with eczema, blotches, freckles, rashes and similar skin troubles. Zemo, obtained at any drug store for 35c, or \$1.00 for extra large bottle, and promptly applied will usually give instant relief from itching torture. It cleanses and soothes the skin and heals quickly and effectively most skin diseases.

Zemo is a wonderful, penetrating, disappearing liquid and is soothing to the most delicate skin. It is not greasy, is easily applied and costs little. Get it today and save all further distress.

The E. W. Ross Co., Cleveland, O.

King's Chocolates for AMERICAN QUEENS



There is no doubt in the minds of those discriminating candy lovers who have tried King's Chocolates that perfection in fine chocolates has been finally attained.

Dealers who sell King's appreciate the trade of discriminating people.



LONG WEAR AND ECONOMY

"Last year I purchased a standard make of shoes, and in sixty days the soles were worn through. I had them re-soled with Neolin Soles—which lasted me six months in the same service that wore out the other soles in two," writes E. A. Lancaster of Lancaster & Company, Jewelers, Greenville, Tenn.

Mr. Lancaster's experience with Neolin Soles is not unusual. Millions of people can testify to their long wear and economy. To reduce your shoe expense, buy Neolin-soled shoes. You can get them in many styles for every member of the family.

Neolin Soles are created by Science to be comfortable and waterproof as well as long wearing. Good repair shops carry them. They are made by The Goodyear Tire & Rubber Co., Akron, Ohio, who also make Wingfoot Heels—guaranteed to outwear all other heels.

Neolin Soles

Trade Mark Reg. U. S. Pat. Off.

Rheumatism

Is completely washed out of the system by the celebrated Shinar Mineral Water. Positively guaranteed by money-back offer. Tastes fine; costs a trifle. Delivered anywhere by our Memphis agents, Oliver-Flinn Co. Phone them.

FREE SAMPLE COUPON
PYRAMID DRUG COMPANY,
575 Pyramid Bldg., Marshall, Mich.
Kindly send me a free sample of
Pyramid Pile Treatment, in plain
wrapper.
Name.....
Street.....
City..... State.....

Pyramid Pile Treatment gives quick relief from itching, bleeding or protruding piles, hemorrhoids and such ural troubles, in the privacy of your home. 50 cents a box at all druggists. Take no substitute. A single box often relieves. Free Sample for Trial mailed in plain wrapper, if you send coupon below.

Such Wonders So Quickly.